

## ORDER



KSNV

**Orders**  
**Order / Rev:** 107197  
**Alt Order #:**  
**Product Desc:** October 2012 Campaign  
**Estimate:**  
**Flight Dates:** 10/05/12 - 10/29/12  
**Original Date / Rev:** 09/27/12 / 10/25/12  
**Order Type:** GENERAL

**Primary AE:** Kevin Goodell  
**Sales Office:** VEGS  
**Sales Region:** Local

**Agency Name:** Policy Communications  
**Buying Contact:**  
**Billing Contact:**  
 415 S. 6th St.  
 Las Vegas, NV 89101

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Committee to Re-Elect Judge Adriana I  
**Demographic:** A25-54  
**Product Codes:** PLC12  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	56	\$29,275.00	\$24,883.75
10/29/12	10/29/12	3	\$3,700.00	\$3,145.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$29,275.00	\$24,883.75	0.00
November 2012	3	\$3,700.00	\$3,145.00	0.00
<b>Totals</b>	<b>59</b>	<b>\$32,975.00</b>	<b>\$28,028.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/08/12	10/24/12	Today Show	CM	658a-9am	-----	:30	0	\$600.002		0.00	NM	6	\$3,600.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-W-F--		3				\$600.00		0.00			
		Week: 10/15/12	10/21/12	-T-T---		2				\$600.00		0.00			
		Week: 10/22/12	10/28/12	M-W----		2				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	7	KSNV	10/22/12-10/28/12	Today Show		658a-9am	M-W-----	:30		(\$600.00)		0.00	NM		
		See MG 6.6,6.7,6.8,6.9													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
N 2	KSNV	10/17/12	10/24/12	FacetoFace/Ralston Rep	CM	730-758pm	-----	:30	0	\$450.002		0.00	NM	1	\$450.00
				Face to Face w/ J.Ralston											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1				\$450.00		0.00			
		Week: 10/22/12	10/28/12	--W----		1				\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KSNV	10/22/12-10/28/12	FacetoFace/Ralston Report		730-758pm	--W-----	:30		(\$450.00)		0.00	NM		
		See MG 6.6,6.7,6.8,6.9													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
N 3	KSNV	10/06/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----	:30	0	\$450.002		0.00	NM	4	\$1,850.00
				Sa-Su Early News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$450.00		0.00			

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 Flight Dates: 10/05/12 - 10/29/12

Advertiser: Committee to Re-Elect Judge Adriana Esc  
 Product Desc: October 2012 Campaign  
 Estimate:  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KSNV	10/06/12	10/20/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----	:30	0	\$450.002		0.00	NM	4	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	10/01/12-10/07/12	Sa-Su Early News		5pm-630pm	-----Sa--	:30		<del>(\$450.00)</del>		0.00	NM		
			See MG 3.4,3.5 [PGM CHG= ND FOOTBALL]												
	4	KSNV	10/05/12-10/05/12	M-F 5-6a WakeUp w/Wagners5-6a			-----F----	:30		\$450.00		0.00	NM		
			Ⓜ MG for 3.1,10.1												
	5	KSNV	10/05/12-10/05/12	The Tonight Show		1135p-1237a	-----F----	:30		\$500.00		0.00	NM		
			Ⓜ MG for 3.1,10.1												
		Week: 10/08/12	10/14/12	-----S-		1				\$450.00		0.00			
		Week: 10/15/12	10/21/12	-----S-		1				\$450.00		0.00			
N 4	KSNV	10/14/12	10/28/12	News 3 Today - SUNDAY News 3 Today - SUN	CM	9am-930a	-----	:30	0	\$250.002		0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$250.00		0.00			
		Week: 10/15/12	10/21/12	-----S		1				\$250.00		0.00			
		Week: 10/22/12	10/28/12	-----S		1				\$250.00		0.00			
N 5	KSNV	10/11/12	10/25/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	-----	:30	0	\$450.002		0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$450.00		0.00			
		Week: 10/15/12	10/21/12	M-W-F--		3				\$450.00		0.00			
		Week: 10/22/12	10/28/12	-T-T---		2				\$450.00		0.00			
N 6	KSNV	10/15/12	10/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-----	:30	0	\$750.002		0.00	NM	5	\$4,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-W----		2				\$750.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	10/15/12-10/21/12	M-F Jeop/Wheel		630-730pm	M-W-----	:30		<del>(\$750.00)</del>		0.00	NM		
			See MG 6.6,6.7,6.8,6.9 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
	6	KSNV	10/29/12-10/29/12	M-F Jeop/Wheel		630-730pm	M-----	:30		\$1,300.00		0.00	NM		
			Ⓜ MG for 12.3,6.1,1.7,10.3,6.4,2.2,6.5												
	7	KSNV	10/29/12-10/29/12	M-F Early News		5-630p	M-----	:30		\$1,200.00		0.00	NM		
			Ⓜ MG for 12.3,6.1,1.7,10.3,6.4,2.2,6.5												
	8	KSNV	10/29/12-10/29/12	M-F Early News		5-630p	M-----	:30		\$1,200.00		0.00	NM		
			Ⓜ MG for 12.3,6.1,1.7,10.3,6.4,2.2,6.5												
	9	KSNV	10/27/12-10/27/12	Vegas Inc.		6:30-8pm	-----Sa--	:30		\$375.00		0.00	NM		
			Ⓜ MG for 12.3,6.1,1.7,10.3,6.4,2.2,6.5												
		Week: 10/22/12	10/28/12	M-W----		2				\$750.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	KSNV	10/22/12-10/28/12	M-F Jeop/Wheel		630-730pm	M-W-----	:30		<del>(\$750.00)</del>		0.00	NM		
			See MG 6.5 [PGM CHG= NBC DEBATE]												
	4	KSNV	10/22/12-10/28/12	M-F Jeop/Wheel		630-730pm	M-W-----	:30		<del>(\$750.00)</del>		0.00	NM		
			See MG 6.6,6.7,6.8,6.9 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
	5	KSNV	10/23/12-10/23/12	M-F Jeop/Wheel		630-730pm	-T-----	:30		<del>(\$750.00)</del>		0.00	NM		
			Ⓜ See MG 6.6,6.7,6.8,6.9 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE												
N 7	KSNV	10/10/12	10/25/12	M-F Early News M-F Early News	CM	5-630p	-----	:30	0	\$900.002		0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WT---		2				\$900.00		0.00			
		Week: 10/15/12	10/21/12	--WT---		2				\$900.00		0.00			
		Week: 10/22/12	10/28/12	--WT---		2				\$900.00		0.00			
N 8	KSNV	10/08/12	10/23/12		CM	11am-12pm	-----	:30	0	\$225.002		0.00	NM	6	\$1,350.00



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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 14	KSNV	10/07/12	10/28/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----	:30	0	\$900.002		0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S		1				\$900.00		0.00		
Week:		10/08/12	10/14/12	-----S		1				\$900.00		0.00		
Week:		10/15/12	10/21/12	-----S		1				\$900.00		0.00		
Week:		10/22/12	10/28/12	-----S		1				\$900.00		0.00		
N 15	KSNV	10/06/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----	:30	0	\$325.002		0.00 NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	-----S-		1				\$325.00		0.00		
Week:		10/08/12	10/14/12	-----S-		1				\$325.00		0.00		
Week:		10/15/12	10/21/12	-----S-		1				\$325.00		0.00		
Week:		10/22/12	10/28/12	-----S-		1				\$325.00		0.00		
												Totals	59	\$32,975.00